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# HOMEMAKERS' CHAT

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U. S. DEPARTMENT  
OF AGRICULTURE  
OFFICE OF INFORMATION

(Release on receipt)

SUBJECT: "Meaning of the New Wheat Order"--Information of the Production and Marketing Administration, U. S. Department of Agriculture

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Talking about the famine emergency campaign--a few weeks ago---one housewife said she was frankly puzzled. We were asked to use less bread so that we could ship wheat abroad. And yet every grocery store she shopped in--at that time---had counters piled high with bread and with other bakery products. It was plain that even if she didn't buy any of this bread it still would not get to Europe. The housewife wondered if it would all be used here.

The clerk whom she asked about this said that his store was getting just the same amount of bread it always did. And he added, "When the bread gets stale.... it's just thrown away. I wish they could withhold the bread at the source."

Well---as you know--that's just what the government decided to do. Under the regulations that went into effect April 22...millers may now turn out for domestic use only three-fourths as much flour as they were distributing at this time last year.

The effect of this regulation will be to speed up the shipments of wheat abroad. With less flour available.....there will be much less bread wasted in this country. And one of our problems--during the next few weeks--is to make the wisest possible use of the bread we have.

Some people need more bread than others. It depends on the kind of work you do....and how much money you have to spend for food. Office work or housekeeping for a small family or clerking in a store...any of those jobs calls for comparatively little muscular effort. A person doing any of these...doesn't need a great

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deal of energy food. Those of us who have these jobs can cut down on our bread eating and never miss it.

A person doing moderately active work needs more bread. By moderately active work... I mean such work as carpentry...ordinary farm labor...factory work...waiting on tables....or keeping house on a farm or for a very large family in the city.

A person who does very active work--such as lumbering or ditch digging or heavy farm labor----or in the case of a woman, who keeps house for a very large family on a farm----anyone doing any of these jobs needs more than twice as much bread and cereals as those of us who have lighter jobs.

Growing children also need more bread than grown-ups who have light work.

Because bread is less expensive than other energy foods....families who don't have much money to spend for food usually eat a great deal of bread....more than families with higher incomes will eat.

So our problem---during the next few weeks--is to manage our bread so that these people who need to eat more bread than the rest of us will be able to get it

The main thing is to buy only the bread your family must have. Store it well. And use it all. Use substitutes for bread when you can possible do so.

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